

WFSB-TV 9/24-9/30

MARKET: Hartford/Now Haven
TARGET DEMO: ADULTS 35+
CLIENT: Friends of Chris Murphy

SCHEDULE DATES:
OF WEEKS or FLIGHTS IN SCHEDULE: 1
REMARKS:

DATE: 20-Sep-12
FILE: TVPW

STATION	DAYS	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT TAR COST
WFSB	M-F	430-5A	M	News	250.00		1.8	5	\$138.88	9.0	\$1,250.00		
WFSB	M-F	5-530A	M	News	450.00		2.9	5	\$155.17	14.5	\$2,250.00		
WFSB	M-F	530-6A	M	News	600.00		4.6	5	\$130.43	23.0	\$3,000.00		
WFSB	M-F	6-630	M	News	900.00		4.8	5	\$187.50	24.0	\$4,500.00		
WFSB	M-F	630-7	M	News	900.00		5.6	5	\$160.71	28.0	\$4,500.00		
WFSB	M-F	7-9A	E	Early Show	200.00		3.5	7	\$57.14	24.5	\$1,400.00		
WFSB	SAT	6-7A	E	News	350.00		3.2	1	\$109.38	3.2	\$350.00		
WFSB	SUN	7-9	E	News	450.00		3.6	2	\$125.00	7.2	\$900.00		
WFSB	SUN	6-7	L	News	150.00		3.2	1	\$46.88	3.2	\$150.00		
WFSB	SUN	7-9	M	News	450.00		3.5	1	\$128.57	3.5	\$450.00		
WFSB	SUN	9-1030	M	CBS Sunday Morning	800.00		5.5	1	\$145.45	5.5	\$800.00		
WFSB	SUN	1030-1130	M	Face the Nation	150.00		2.5	1	\$60.00	2.5	\$150.00		
WFSB	M-F	9-10A	M	Regis and Kelly	400.00		2.9	5	\$137.93	14.5	\$2,000.00		
WFSB	M-F	10-11A	M	Lois Make a Deal	400.00		2.5	5	\$160.00	0.0	\$0.00		
WFSB	M-F	11-12P	M	Price is Right	500.00		3.0	5	\$166.67	15.0	\$2,500.00		
WFSB	M-F	12-1230	M	Noon News	250.00		4.2	5	\$99.52	21.0	\$1,250.00		
WFSB	M-F	1230-2P	E	Soaps	500.00		2.6	5	\$192.31	0.0	\$0.00		
WFSB	M-F	2-3P	M	The Talk	150.00		1.7	5	\$68.24	0.0	\$0.00		
WFSB	M-F	3-4P	E	Better CT	150.00		1.8	5	\$63.33	0.0	\$0.00		
WFSB	M-F	4-5P	E	Dr. Oz	300.00		1.2	5	\$250.00	6.0	\$1,500.00		
WFSB	M-F	5-530P	L	News	575.00		6.8	5	\$84.56	34.0	\$2,875.00		
WFSB	M-F	530-6P	-	News	1,500.00		7.2	5	\$208.33	36.0	\$7,500.00		
WFSB	M-F	6-630	-	News	2,100.00		7.4	5	\$283.78	37.0	\$10,500.00		
WFSB	SAT	6-630	-	News	700.00		3.1	1	\$225.81	0.0	\$0.00		
WFSB	M-F	7-730P	-	Inside Edition	1,200.00		5.0	5	\$240.00	5.0	\$1,200.00		
WFSB	M-F	730-8	-	Entertainment Tonight	1,200.00		4.4	4	\$272.73	17.6	\$4,800.00		
WFSB	SAT	7-8	-	Entertainment Tonight	150.00		1.7	1	\$86.24	0.0	\$0.00		
WFSB	M-F	1134P-1235	-	Letterman	200.00		2.0	4	\$100.00	8.0	\$800.00		
WFSB	M-SU	11-1135P	-	Late News	1,200.00		4.9	6	\$244.90	29.4	\$7,200.00		
WFSB	SUN	7-8P	-	60 Minutes	3,000.00		9.5	1	\$315.79	9.5	\$3,000.00		
WFSB	Tue	8-9P	-	NCIS	4,500.00		14.0	1	\$321.43	14.0	\$4,500.00		
WFSB	SUN	1-4P	-	NFL	6,500.00		10.0	1	\$650.00	10.0	\$6,500.00		
WFSB	SUN	9-10P	-	The Good Wife	3,200.00		8.4	1	\$380.95	8.4	\$3,200.00		
										93	\$191.11		\$0.00
										413.5	\$79,025.00		\$0.00

REPORT PREPARED BY: Message and Media
CONFIDENTIAL

CONTRACT

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Message & Media Inc
100 Albany Street, Suite 200B
New Brunswick, NJ 08901
USA

Contract / Revision 494690 /		Alt Order #
Product September 24-September 30, 2012		
Contract Dates 09/24/12 - 09/30/12		Estimate #
Advertiser Friends Of Chris Murphy		Original Date / Revision 10/05/12 / 10/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive House- National	Sales Office House-National
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/24/12	09/28/12	430A EYEWITNESS NEWS	430-5A		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00			
2	WFSB	09/24/12	09/28/12	Eyewitness News	5am - 5:30am		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$450.00			
3	WFSB	09/24/12	09/28/12	Eyewitness News	5:30a - 6am		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$600.00			
4	WFSB	09/24/12	09/28/12	Eyewitness News	6am - 6:30am		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$900.00			
5	WFSB	09/24/12	09/28/12	Eyewitness News	6:30am - 7am		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$900.00			
6	WFSB	09/24/12	09/28/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				6	\$200.00			
7	WFSB	09/29/12	09/29/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$350.00			
8	WFSB	09/29/12	09/29/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$450.00			
9	WFSB	09/30/12	09/30/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$150.00			
10	WFSB	09/30/12	09/30/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$450.00			
11	WFSB	09/30/12	09/30/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 494690 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Product</u> September 24-September	<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$150.00			
12	WFSB	09/24/12	09/28/12	9am-10am	9am - 10am		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$400.00			
13	WFSB	09/24/12	09/28/12	11a-12p Price is Right	11am - 12pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$500.00			
14	WFSB	09/24/12	09/28/12	Eyewitness News	12pm - 12:30PM		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00			
15	WFSB	09/24/12	09/28/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00			
16	WFSB	09/24/12	09/28/12	Eyewitness News	5pm - 5:30pm		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$575.00			
17	WFSB	09/24/12	09/28/12	Eyewitness News	5:30pm - 6pm		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$1,500.00			
18	WFSB	09/24/12	09/28/12	Eyewitness News	6pm - 6:30pm		:30			NM	5	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$2,100.00			
19	WFSB	09/24/12	09/28/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$1,200.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
5	WFSB	09/24/12-09/30/12		Entertainment Tonight	7:30pm - 8pm	MTuWThF----	:30		\$1,200.00	NM		
See MG 19.6												
6	WFSB	09/26/12-09/28/12		Inside Edition	7pm - 7:30pm	---W--F----	:30		\$1,200.00	NM		
Ⓜ MG for 19.5 09/27												
20	WFSB	09/29/12	09/29/12	Ent. Tonight Wknd	7:00pm - 8:00pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$150.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/24/12-09/30/12		Ent. Tonight Wknd	7:00pm - 8:00pm	-----Sa--	:30		\$150.00	NM		
Credited												
21	WFSB	09/24/12	09/28/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$200.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	WFSB	09/24/12-09/30/12		Late Night with David Letterman	11:35pm - 12:37am	MTuWThF----	:30		\$200.00	NM		
See MG 21.6												
6	WFSB	09/26/12-09/28/12		CBS: THE EARLY SHOW	7am - 9am	---WThF----	:30		\$200.00	NM		
Ⓜ MG for 21.3 09/27												
22	WFSB	09/24/12	09/30/12	Eyewitness News	11PM - 11:35PM		:30			NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTFSS				6	\$1,200.00			
23	WFSB	09/30/12	09/30/12	60 Minutes	7pm - 8pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$3,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 494690 /		Alt Order #
Contract Dates 09/24/12 - 09/30/12		Product September 24-September
Advertiser Friends Of Chris Murphy		Estimate # 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
24	WFSB	09/25/12	09/25/12	NCIS	8pm-9pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$4,500.00			
25	WFSB	09/30/12	09/30/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$6,500.00			
26	WFSB	09/30/12	09/30/12	Good Wife	9pm - 10pm		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$3,200.00			
27	WFSB	09/30/12	09/30/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$800.00			
Totals											93	\$79,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	93	\$79,025.00	\$67,171.25
Totals	93	\$79,025.00	\$67,171.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.